

## DSC-W690/B

Shoot beautiful photos and HD 720p video with the slim 16.1MP DSC-W690. Get close to your subject with the stabilized 10X optical zoom lens, use its colorful 3.0" LCD to compose and share images, and select the iSCN mode to automatically set the best exposure for tricky scenes.

### **Compact camera with 10x zoom**

The Sony® 10x optical zoom G lens brings distant subjects super close for great outdoors, sports, and travel photos. The compact size makes it easy to take with you in a pocket, purse, or backpack.

### **720p MP4 HD Movie Mode<sup>1</sup>**

In 720p MP4 movie mode the camera shoots 1280 x 720 high definition movies at 30 fps, a standard format when working with a PC.<sup>1</sup> Users will create high quality movies with full use of optical zoom in files small enough to transfer to compatible PC or Mac® computer.<sup>4</sup> Once transferred to your computer and connected to the internet, you can effortlessly upload your media to popular photo and video-sharing websites such as Photobucket® and YouTube.<sup>TM</sup>

### **Sweep Panorama<sup>TM</sup> mode (up to 360°)**

Reach beyond the traditional wide angle lens, and capture more breathtaking shots with Sweep Panorama<sup>TM</sup> mode. Simply press the shutter button and sweep the camera in the desired direction and the camera continuously shoots at a high speed, then seamlessly stitches the images together with automatic position adjustment to create one stunning panoramic image. Available in wide and up to 360° full circle, the camera can take a variety of panoramic shots. Now capturing wide landscapes is as easy as press and sweep.

### **16.1 Megapixel Super HAD<sup>TM</sup> CCD Image Sensor**

A powerful 16.1 megapixel 1/2.3" Super HAD<sup>TM</sup> CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 16.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19") size, or crop your images and still come away with high resolution shots.

### **3.0" Clear Photo<sup>TM</sup> LCD display**

Large 3.0" (230K dots) Clear Photo<sup>TM</sup> LCD display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

### **Optical SteadyShot<sup>TM</sup> image stabilization**

Optical SteadyShot<sup>TM</sup> image stabilization uses a built-in gyro sensor to detect camera shake and automatically shifts the lens to help prevent blur without sacrificing image quality.

### **Picture Effect**

Picture Effect adds a new level of expression to photos, making ordinary landscapes and portraits come to life by heightening mood and emphasizing certain attributes. Select camera models have up to nine different effects. See camera specs for details.

### **Intelligent Auto Mode**

Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting in clear images, faces with natural skin tone and less blur. Take advantage of all the technology without leaving Auto mode. Kids on the playground, landscape shots, a beautiful flower or an indoor birthday party; result in clear images without leaving auto mode.

### **Face Detection technology**

Face Detection technology detects up to eight individual faces and adjusts focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.

### **Smile Shutter<sup>TM</sup> technology**

Smile Shutter™ technology captures a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. You can also select adult and child priority and indicate the degree of Smile Detection sensitivity. Intelligent Scene Recognition can be used together with Smile Shutter™ mode when the Intelligent Auto mode is on. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.

## Anti-blink Function

## Specifications

Camera	
Camera Type	Compact zoom digital camera
Imaging Sensor	
Imaging Sensor	1/2.3" Super HAD CCD Sensor
Processor	BIONZ®
Pixel Gross	16.4MP
Effective Picture Resolution	16.1MP
Color Filter System	RGB primary color filters
Recording	
Media Type	optional "Memory Stick Duo" (No movie recording), optional "Memory Stick PRO Duo" (Mark 2 only for movie recording), optional "Memory Stick PRO-HG Duo", optional SD Memory Card (Class 4 or higher), optional SDHC Memory Card (Class 4 or higher), optional SDXC Memory Card (Class 4 or higher)
Still Image Mode	JPEG
Still Image Max Effective Resolution	Approx. 16.1 Megapixels
Still Image Size 16:9	12M (4,608 x 2,592) / 2M (1,920 x 1,080)
Still Image Size 4:3	16M (4,608 x 3,456) / 10M (3,648 x 2,736) / 5M (2,592 x 1,944) / VGA
Panorama Still Image Size	7,152 x 1,080 (235deg) / 4,912 x 1,080 (161deg) / 4,912 x 1,920 (161deg) / 3,424 x 1,920 (112deg)
Video Mode	1280x720(Fine) (1,280x720/30fps)/1280x720(Standard) (1,280x720/30fps)/
Audio Format	MP3
Microphone/Speaker	Mono / Mono
Optics/Lens	
Lens Type	Sony G

Aperture	f 3.3-5.9
Optical Zoom	5x
Digital Zoom	40x
Smart Zoom® Technology	10M: Approx.12x / 5M: Approx.17x / VGA: Approx.72x / 2M: (16:9) Approx.24x
Focal Length (35mm equivalent)	Still 16:9: 27.5-275mm / Still 4:3: 25-250mm / Movie 16:9:
Lens Construction	9 elements in 7 groups (including 4 aspheric elements)
Minimum Focus Distance	
Aspheric Elements	3
Steady Shot Mode:Active	Yes
Viewfinder	
Type	None
LCD Display	
LCD Type	2.7" LCD Clear Photo LCD (230K dots)
Brightness Control	Normal / Bright / Auto Bright
Grid Display	Yes (Off / On)
Focus Control	
AF Modes	Multi Point AF / Center Weighted AF / Spot AF / Tracking Focus / Face Tracking Focus
AF Illuminator	Auto / Off
Exposure System	
Metering Modes	Multi Pattern / Center Weighted / Spot
Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step
Scene Mode(s)	High Sensitivity / Soft snap / Soft Skin / Landscape / Night Portrait / Night Scene / Gourmet / Beach / Snow / Fireworks / Pet mode
D-Range Optimizer	Standard / Plus / Off

ISO	Auto / 80/ 100 / 200 / 400 / 800 / 1600 / 3200
White Balance Mode	Auto (Intelligent) / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash / One Push
Drive System	
Self-timer	Off / 10sec. / 2sec. / portrait1 / portrait2
Shutter Speeds	Auto (2" - 1/1600) / Program Auto (1" - 1/1600)
Burst Mode	Approx 1 fps at 16.1MP (Maximum 100 shots)
Flash	
Flash Modes	Auto / Flash On / Slow Synchro / Flash Off
Flash Coverage	ISO Auto: Approx. 0.2-Approx. 3.7m (Approx. 0.66'-Approx. 12.1') (W) / Approx. 1.0-Approx. 1.5m (Approx. 3.28'-Approx. 4.92') (T). ISO3200: Up to Approx. 7.3m (Approx. 24.0') (W) / Up to Approx. 3.1m (Approx. 10.2') (T)
Convenience Features	
Red-Eye Reduction	Auto / On / Off
Erase/Protect	Erase: Single / Select / Date / Folder, Protect: Single / Select / Date / Folder
Power Save Mode	Standard / Max / Off
Red-Eye Reduction	Auto / On / Off
Erase/Protect	Erase: Single / Select / Date / Folder, Protect: Single / Select / Date / Folder
Power Save Mode	Standard / Max / Off

Advanced Features	
Sweep Panorama	Sweep Panorama / Sweep Panorama (360)
Face Detection	8 Faces (Auto / Off / Child Priority / Adult Priority / Key Selected Face Memory)
Smile Shutter™ technology	Yes
Image Stabilization	Optical SteadyShot™ with Active Mode Image Stabilization
In-Camera Editing	Trimming / Red Eye Correction / Unsharp Masking
Intelligent Auto	Yes
Shooting Tips	Yes
Tracking Focus	Off / Auto
Blink Detection	Yes
Interface	
Memory Card Slot	MS Duo and SD/SDHC/SDXC Compatible
SD Output	4:3
HD Output	Composite
USB Port(s)	Multi (AV/USB), Hi-Speed USB (USB2.0)
Dimensions (Approx.)	
Dimensions (Approx.)	W x H x D: 3 3/4" x 2 1/4" x 7/8" (94.3mm x 56.1mm x 21.7mm)
Weights and Measurements	
Weight (Approx.)	5.0 oz (142g)
Weight(Approx) (Main unit only)	4.4 oz (124g)
Power	
Battery Type	LITHIUM ION NP-BN 3.6V
Battery Capacity	typical: 2.3Wh (630mAh), minimum: 2.2Wh (600mAh)
Number of Still Images	220
Power Consumption (in Operation)	Approx. 1.1W
Power Requirements	AC 100V to 240V, 50/60 Hz, 2W



1. Records in 29 minute segments

© 2012 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, Cyber-shot, Optical SteadyShot, BIONZ, Smile Shutter, Sweep Panorama, Exmor R, and the Sony make.believe logo are trademarks of Sony. Microsoft, Windows, and Windows Vista are trademarks of Microsoft Corporation. Mac is a trademark of Apple, Inc. All other trademarks are trademarks of their respective owners. Features and specifications subject to change without notice.

Updated: March 1, 2012